

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Koningstein	Art Unit :	3688
Serial No. :	10/748,682	Examiner :	Khanh H. Le
Filed :	December 31, 2003	Conf. No. :	1976
Title :	SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS"		

MAIL STOP RCE

Commissioner for Patents
P.O. Box 1450
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AMENDMENT ACCOMPANYING RCE AND IN
REPLY TO OFFICE ACTION MAILED OCTOBER 16, 2009